



Guide to Programmatic Digital Out of Home Advertising

Who Are We?

AdSemble instantly and intelligently connects you to hundreds of thousands of out of home media screens; Saving you massive amounts of time and money.



Since 2008, we have helped brands of all shapes and sizes realize the power of Digital Out of Home Advertising.

How to Track Your Campaigns

Multiple ROI Levels



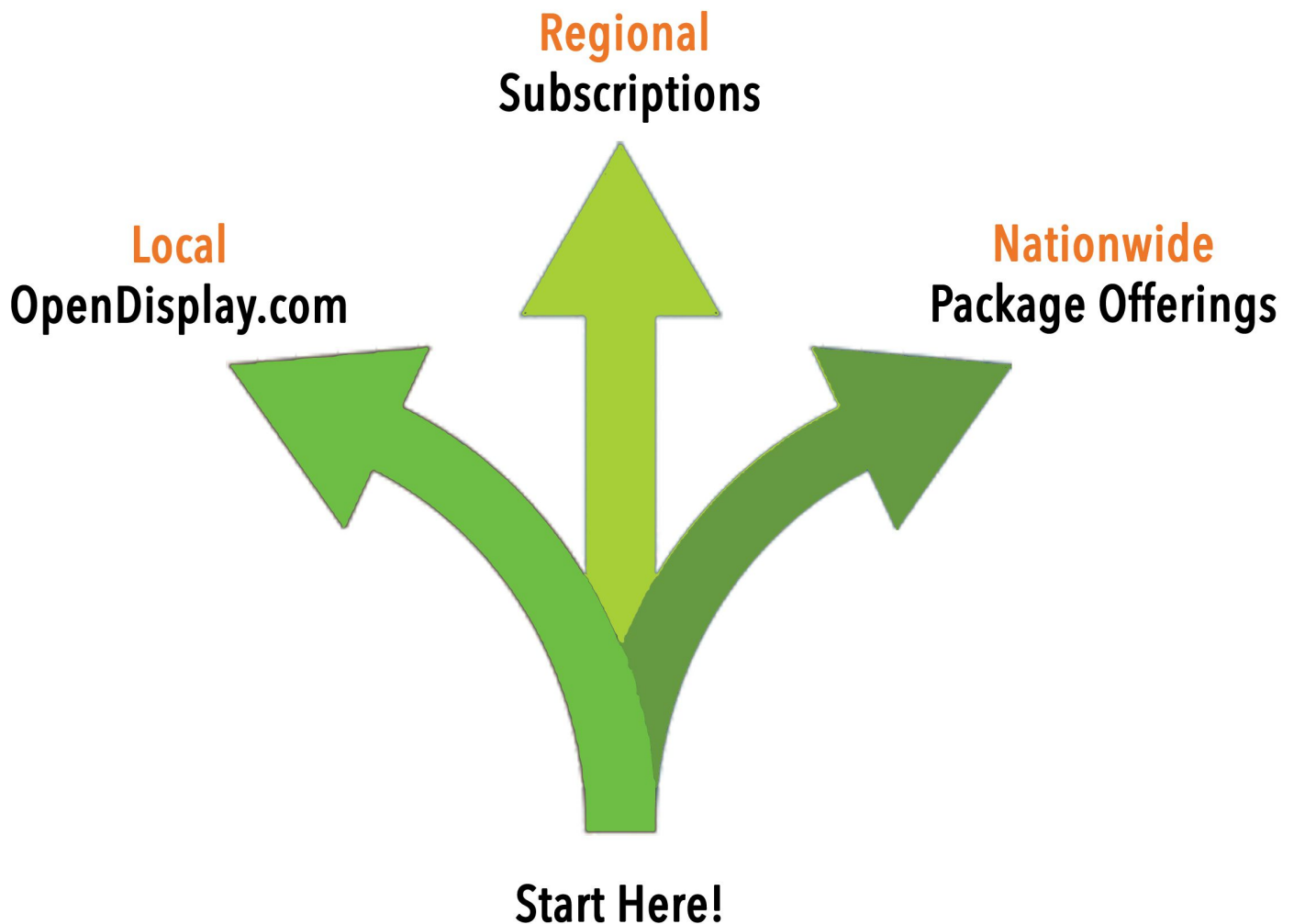
With AdSemble Open Display™ it has never been easier to track the effectiveness of your Outdoor Advertising. There are four layers you can drill down; each layer refines the cost-benefit ratio to best understand how your campaign has impacted ROI.

Choose Your Preferred Path

Performance

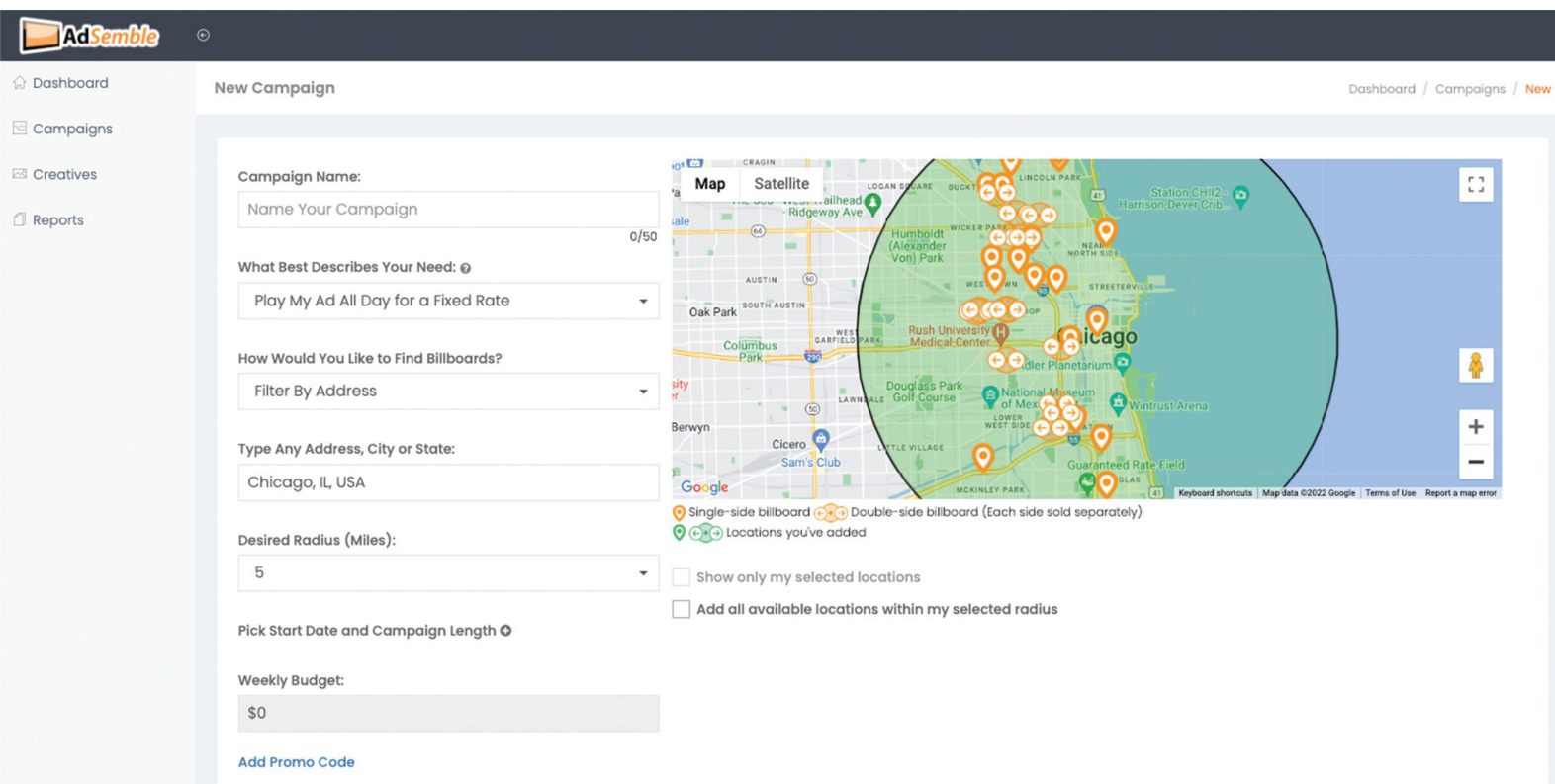
Digital Out of Home

Advertising



Local Advertising

OpenDisplay.com



The screenshot shows the AdSemble Open Display campaign creation interface. On the left is a navigation menu with 'Dashboard', 'Campaigns', 'Creatives', and 'Reports'. The main area is titled 'New Campaign' and contains several form fields: 'Campaign Name' (placeholder: 'Name Your Campaign'), 'What Best Describes Your Need?' (dropdown: 'Play My Ad All Day for a Fixed Rate'), 'How Would You Like to Find Billboards?' (dropdown: 'Filter By Address'), 'Type Any Address, City or State:' (text: 'Chicago, IL, USA'), 'Desired Radius (Miles):' (dropdown: '5'), and 'Weekly Budget:' (text: '\$0'). Below these is a 'Pick Start Date and Campaign Length' section. On the right is a map of Chicago with a 5-mile radius circle and several orange location pins. A legend below the map identifies the pins: orange for 'Single-side billboard', double orange for 'Double-side billboard (Each side sold separately)', and green for 'Locations you've added'. There are also checkboxes for 'Show only my selected locations' and 'Add all available locations within my selected radius'.

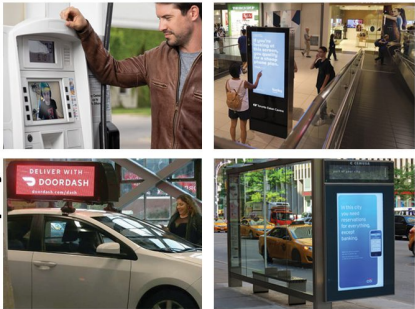


With AdSemble Open Display™ You are in the driver seat. Set any size budget, schedule and choose locations in your local area to pinpoint your target audience. Track views and impressions in your dashboard with our proprietary reporting feature.

Regional Subscriptions

Target Display

Network

1. Define Your Zip Code(s)
2. Choose Your Package
3. Track Your Results







	Bronze	Silver	Gold
Display Network 	✓	✓	✓
Digital Billboards 		✓	✓
Detailed Reporting 			✓
	\$1,500/period	\$3,500/period	\$5,000/period

Period = 4 weeks; 13 periods per year

Nationwide Package Offerings

Instant Global Launch

Our VIP Enterprise Team will partner with you to identify the right timing, message and locations. Next, we help you track your results with our proprietary blend of 3rd party data-analytic sets, ensuring you hit your goals.

	Basic	Standard	Premium
A/B Ad Testing Before Launch			
Audience Profile Targeted Impressions			
Mobile Data Set Attribution			
Period = 4 weeks; 13 periods per year	Call for Quote	Call for Quote	Call for Quote